

News Release



FOR IMMEDIATE RELEASE:

May 20, 2006

CONTACT:

California State Parks:

Jason De Wall (530) 335-6020

Sheryl Watson (916) 651-0389

New General Store Opens at McArthur-Burney Falls Memorial State Park

BURNEY – The state park known for its 129-foot waterfall, said to be one of the most beautiful in California, is celebrating the opening of its new general store next weekend with a ceremony, free ice soft-serve ice cream, free popcorn and a raffle for \$300 in prizes.

“The new store brings the whole park experience to another level,” said Supervising State Park Ranger Jason De Wall of McArthur Burney Falls State Park. “If someone wants to come and spend a week at McArthur-Burney Falls, they can. There is nothing they would have to leave for.”

The free treats will be available all day at McArthur-Burney Falls Memorial State Park on May 27, with a ribbon-cutting ceremony at the McArthur-Burney Falls General Store at 2:30 p.m.

The new store, with its natural solid cedar beams and rustic stone and shake siding appears to have grown out of the ground naturally among the trees that surround it. This spacious 3,000-square-foot facility replaces the 60-year-old shop with its painted clapboard siding that stands at less than half the size and is surrounded by concrete. The old shop will eventually be converted into a visitor center.

Beyond convenience store snacks and sodas, the McArthur-Burney Falls General Store now offers a sampling of fresh fruits, vegetables, meats and dairy products, as well as a supply of camping supplies from ice chests to sleeping bags, and camp stoves.

To keep up with the demand and provide added comfort to shoppers, the new store features a second cash register, insulation, climate controls, increased inventory, wider aisles, wheel-chair access, and souvenirs including T-shirts, books and post cards.

The store was made possible by a public-private partnership with Phoenix-based Recreation Resource Management Inc. which constructed the store and operates it at an annual rent to California State Parks of \$22,000 or 6 percent of gross receipts, whichever is greater.

McArthur-Burney Falls General Store is located at 24900 Highway 89 in Burney, CA, Shasta County, approximately an hour north-east of Redding and south-east of Mt. Shasta, CA. You may contact the store directly at (530) 335-5713.

Learn more about the park online at California State Parks [McArthur-Burney Falls Memorial State Park](http://www.parks.ca.gov) and at <http://www.burney-falls.com/>

#